

Product Listing Bullet Points

Bullet points are positioned below the title on the page. You have 5-7 bullet points (usually 5, but depending on the category you might have 7) and it's recommended to use them all if you can.

Your bullet points should contain important information that is not already in the title.

Each bullet point can be up to 250 characters in length. There's no need to use all of the characters. Only use them all if you need to. Don't pad out your sentences just in order to use up the characters.

Put the most important bullet points at the top, because often a user will only read the first 2 or 3 bullet points.

Bullet points should contain features and benefits.

"features tell, benefits sell"

Each bullet point should state a feature followed by the benefit of that feature. Sometimes there is more than one benefit of a particular feature. That's okay, just state all the benefits that relate to the particular feature.

It's a good idea to have a word or two, or three, in upper case at the beginning of each bullet point. Makes it easier for the user to read.

Don't use symbols or signs like ticks, stars, or anything else. Hyphens ARE acceptable and can sometimes help to break up the text if you have a very long bullet point. However, don't overuse them because otherwise your bullet points will start to look messy.